

# THE 1997 BUICKS





## *Park Avenue*



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*The all-new Park Avenue  
succeeds, magnificently, in  
blending comfort, graceful  
beauty and assuring response.*

## *Riviera*



### *PAGE 6*

*One of the most exquisite blends  
of personal luxury, dramatic  
design and assertive performance  
on the roads of America.*

## *Regal*



### *PAGE 10*

*Sophisticated styling, premium  
performance, and family  
roominess are all built in to  
the Regal owner experience.*



## LeSabre

## Century

## Skylark

PAGE 14

*Peace of mind and enjoying life to the fullest attract LeSabre owners to America's most popular full-size premium automobile.*

PAGE 18

*The all new Century is the smart choice for those who want to relax into a spacious, premium quality, lasting value.*

PAGE 22

*Skylark owners may rest assured their choice of Buick is the best standard-equipped car in its class — premium in everything but price.*







## *The Park Avenue*

Reflecting the sunset of a successful day, the stunning, *all-new* Park Avenue calmly projects *uncompromising* standards. Those inside enjoy increased roominess, rich appointments and a *hushed*



interior. Right things made the right way move a certain kind of person, and Park Avenue, with its *strong* integral body and surplus of power moves him or her smoothly, assuredly. Linens at table, a quiet piano, delighted laughter, all are somehow *harmonious* with Park Avenue's uncomplicated elegance.



TOUCHING YOUR SENSES...  
MOVING YOUR SOUL.

Park Avenue owners prize spaciousness, rich accommodations and a smooth, comfortable ride. All these award-winning attributes have been enhanced in the new Park Avenue. There's more room for passengers and more Personal Choice features like sound system and climate control settings that automatically adjust the way you like them, when your key fob is used to unlock the door.



The refinements can even be felt in the independent front and rear suspension that minimizes the transfer of road vibration to the passenger compartment. The 1997 Park Avenue: comfort without compromise.



PARK AVENUE





*A sophisticated chassis  
and suspension system  
optimizes ride and  
handling through  
careful tuning.*







## *The Riviera*

Since its *spectacular* reintroduction in 1995, Riviera has become the personal luxury coupe of choice

for *expressive* individuals whose lives are sources of inspiration to their peers. They would no more



drive an ordinary car than forget a luncheon engagement. They recognize a *significant* milestone in

premium automobile design and embrace it. The 1997 Riviera's *dramatic* design, structural integrity

and confident *performance* are sure to be *irresistible* to the highly original and selective free spirits.



DESIGNED TO MAKE YOU  
FEEL SPECIAL.

Riviera is one of those favored few premium automobiles that simply invite driving with no particular destination in mind. The sense of personal freedom is so strong, so comfortable, after sinking into the lumbar-supportive six-way seat, and turning on the quiet power of the 3800 Series II V6 (optional supercharged or standard normally aspirated), shortcuts are quickly dismissed from your intended



itinerary. The world's most spacious luxury coupe, the 1997 Riviera offers beautifully executed details and personal comforts that even the most privileged would describe as generous.



RIVIERA



*Riviera's wind-easing  
aerodynamics are one more  
expressive way this luxury  
coupe sets the spirit free.*









## *The Regal*

*Style* and a carefree attitude converge in a *premium* car that's so much fun to drive, could it possibly

accommodate the needs of a family as well? The answer is found in Regal. Fulfilling the desire for



sleek styling, gratifying *performance* and consummate driving *pleasure* is only part of its unique appeal.

Luxurious *comfort*, an abundant list of standard safety features and family room make Regal the

*premier* alternative to any mid-size in its class. Regal by Buick — a beautiful reflection of your style.



THE FINE LINE BETWEEN  
SPORT AND SEDAN.

Powerful V6 performance more than backs up Regal's aerodynamically stylish good looks—and the interior marries it all to luxurious comfort, family room, and an impressive list of amenities. The spacious cabin, with available leather seating surfaces in the primary seating areas, is a source of continuing pleasure. A world-class joy to drive, sport sedan enthusiasts will applaud many options



like a 205-horsepower engine, Gran Touring suspension that delivers an even more engaging road experience, and sophisticated audio systems to further amplify your elevated mood.



REGAL



*Inspiring performance  
flows from the powerful  
3500 Series II V6 engine,  
standard on Regal GS  
and Limited.*









## *The LeSabre*

Have you ever wondered what goes into a *best seller*? You're about to find out. Of course, if you're a

LeSabre owner, you already know. The 1997 LeSabre is ready to take its position as America's *favorite*



full-size car with its *powerful* 3800 Series II SPI V6 that provides effortless cruising for a family of six.

Abundant *safety* features, luxurious *comfort*, detailed craftsmanship, spaciousness, remarkably *smooth*

ride and a reputation for *quality*—read on, you'll find it's all best seller material.



## F E E L I N G   S A F E .

American families needn't settle for anything less than the comforts of home when they take to the highways and streets. The 1997 LeSabre is a natural extension of their residence. Trips of any length are made enjoyable by legendary DynaRide® suspension, the smooth power of a proven 3800 V6 engine, generous six-passenger luxury, and LeSabre safety, convenience and comfort features. It's



family room, and so much more. With standard anti-lock brakes and reclining front seats, and options like a dual cassette/CD player, LeSabre families put peace of mind and contentment high on their list.

\*Air bag inflation can cause severe injury or death to anyone touching or in the bag. Be sure every occupant is properly restrained.



## L E S A B R E





*Safety, room and comfort  
all help make a best seller.  
LeSabre offers dual air  
bags\* as a standard feature,  
as do all 1997 Buicks.*







## *The Century*

In the *all-new* 1997 Century, comfort extends well beyond the most spacious interior in its class and the elegant appointments. It's deeper than the quiet ride and body-sensitive seating. It's also found in the



feeling that this premium automobile will help simplify your existence. Uncomplicated *quality* and durability are its heritage and this Century's all-new styling, coupled with a *generous* listing of *features* and standard V6 engine, leaves little doubt that this is one very *satisfying* car for the well-informed.



## A CENTURY OF DEPENDABILITY.

One thing wasn't changed when the all-new Century was made better than ever: it has always made excellent sense to deliver a premium car for a reasonable price. Now, with four-wheel independent DynaRide® suspension, a more spacious interior and world-class body structure, the 1997 Century is the elegant comfort leader in its class, with a wealth of innovative features designed to appeal to




all your senses. Consider Battery Rundown Protection and a starter that won't grind if the key is turned while the engine is running. The sense of well-being Century offers makes perfect sense.



CENTURY





*Century's micrometer door  
fit, triple door seals and  
precision side glass fit all  
work together to reduce  
wind noise.*







## *The Skylark*

How does the best standard-*equipped* car in its class get away with being *premium* in everything but price? Skylark owners find it a matter of the ideal balance of large measures of beauty and practicality.



Skylark exhibits a wealth of such seeming contrasts, making it more of a *value* than ever. A reputation for *quality* and comfort, striking good *looks*, and a high level of standard features such as anti-lock brakes, automatic power door locks and traction control—make Skylark a most attractive value.



P R E M I U M   I N   E V E R Y T H I N G  
B U T   P R I C E.

When you slip behind the wheel of your new Skylark, you'll find much with which to be at ease. The seating seems as if it has been contoured just for you. Bold analog gauges are grouped for easy reading. Controls have been placed within easy reach. Adjust the standard TILT-WHEEL™ steering column and turn the key. A choice of powerful fuel-injected engines with up to 155 horsepower



springs quietly to life. Switch on the air conditioning. It's standard equipment. Rear-seat passengers even have their own heating and cooling ducts. The 1997 Skylark is one very comfortable decision.



S K Y L A R K





*Skyline's contemporary  
design and fluid lines  
will attract your eye.  
Its performance will  
capture your heart.*

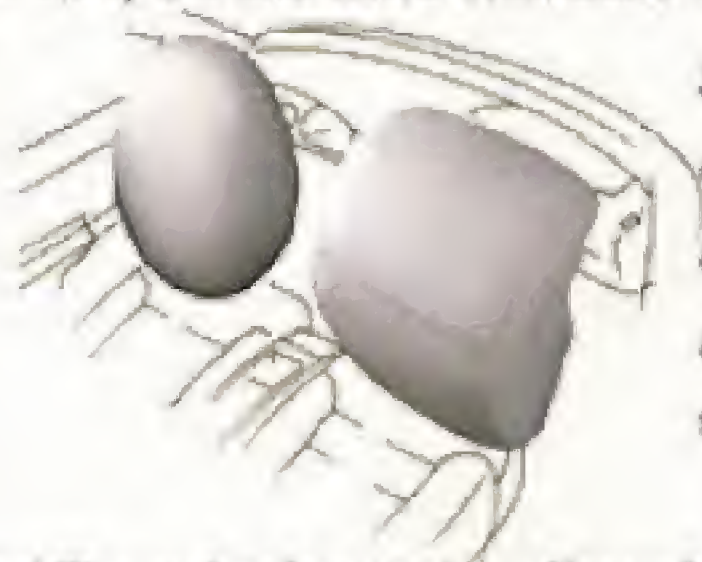


*The attention-getting  
instant alarm can be  
activated to flash lights  
and honk horn in case  
of emergency.*





***Safety Firsts.*** In 1924, GM and Buick established the world's first automotive



*Standard on every Buick, driver  
and right front passenger air  
bags—two more comforting  
thoughts about safety.*

*Note: Air bag inflation can cause severe injury or  
death to anyone too close to the bag. Be  
sure every occupant is properly restrained.*

proving grounds for durability and safety testing. Year after year, the commitment to

*Braking performance and  
steering control on most  
slippery surfaces are enhanced  
by standard anti-lock brakes.*



your safety, has only grown stronger. From air bags and anti-lock brakes to safety cage



*Safety cage construction  
is designed to help preserve  
the integrity of the passenger  
compartment during impact.*

construction and crush zones, GM's leadership in innovative safety research should



*Adult safety needs differ from  
children's—GM pioneered the  
use of a family of test dummies  
to evaluate the performance of  
Buick automobiles.*

inspire confidence and contentment for owners of any Buick premium automobiles.



**Quality Plus.** Words are meaningless without the proper deeds behind them. The

*You're going to find more  
than Buicks at your dealership.  
You're going to find quality  
from the start.*



words Quality Plus have plenty of such reassuring backup. It all starts when you walk

*Premium Roadside Service:  
the spare key container also  
contains a handy 800 number to  
call when in need of assistance.*



through the door of any Buick dealership, and includes your Bumper to Bumper Warranty.\*

*Quality Plus Delivery  
assures your new Buick is  
ready to drive away, with all  
questions answered.*



Buick is absolutely dedicated to offering great automobiles—and great customer



*3-year or 36,000-mile  
(whichever comes first)  
Warranty\* repairs include  
Courtesy Transportation\**

\*See dealer for details of this limited  
warranty and full details of this program.

relations to go with them. That way, you may always be a customer—a real plus, indeed.







